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SPRING VEGETABLES AND MELONS

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1968 ACREAGE-MARKETING GUIDES

U.S. DEPARTMENT OF AGRICULTURE • CONSUMER AND MARKETING SERVICE

November 1967 AMG 58

PREFACE

Prices guide production of nearly all commodities. But industries differ in their responses to price changes. Non-agricultural products tend to have fairly rigid prices from month to month. Manufacturers respond to demand changes by quickly adjusting output. In contrast, wide price fluctuations are common for many farm products. These variations have been particularly aggravating to vegetable growers.

Vegetable growers become largely committed to a particular level of output at planting time -- several months before their crops are ready for market. Growers can't increase output quickly to take advantage of a strong market. On the other hand, they are often equally powerless to cut back their crops when production is too large.

Most vegetables are highly perishable. They can't be held from market for long to await better sales conditions. So, supplies are sometimes short of market requirements, and prices are high. But more frequently, supplies exceed market needs. Then commodities sell at distress prices.

The nature of vegetable products makes far-sighted production planning at least as necessary as it is for many industrial goods. But there are so many vegetable producers that coordinated industry planning is extremely difficult.

Helping farmers make this needed planning is the objective of the Acreage-Marketing Guides program. Through this program, USDA's Consumer and Marketing Service tries to help growers balance the supply of each vegetable with requirements for it.

Some production influences -- such as weather extremes -- refuse control. But growers have full control over plantings. They can contribute importantly to balancing market conditions by planting optimum acreages -- acreages likely to result in enough production for consumer needs, but not enough to depress prices.

Consumer and Marketing Service commodity specialists continually study the markets for vegetables. They recommend acreage levels which are likely to result in crops which equal market needs. In turn, their recommendations are reviewed by various other USDA agency representatives who are well-versed in the vegetable field.

The final recommendations for 1968 spring vegetables and melons are presented in this publication. In the past, when growers have kept acreage within recommended levels, few marketing difficulties have developed.

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1968 ACREAGE-MARKETING GUIDES
SPRING VEGETABLES AND MELONS

The basic objective of the acreage-marketing guides program is to assist growers in their acreage planning so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has an influence on the ultimate market situation for every given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accord with the individual commodity guide. For example, when it is recommended that the 1968 acreage of celery be decreased by 5 percent from the acreage planted in 1967, each grower of spring-season celery should decrease his plantings by 5 percent.

I. 1967 REVIEW

Spring Vegetables and Melons

The total acreage of principal early spring vegetables in 1967 was moderately less than in 1966. Most of the reduction was in plantings of early spring sweet corn and tomatoes. In spite of freezing temperatures in Florida and a cold, wet spring in California, the two leading produce sources, yields of most vegetables were high, particularly those harvested in the late spring. As a result of higher yields more than offsetting the reduction in acreage, the total spring vegetable production in 1967 was moderately higher than in 1966.

The bulk of the increase in output was in the early spring onion crop, which was more than double the small 1966 production. However, substantial production increases also were reported for late spring cabbage, cucumbers, onions and tomatoes. Production of early spring lettuce was off sharply compared with 1966, as was the early spring crop of tomatoes.

For principal spring vegetables, harvest timing in 1967 was favorable and movement into markets was orderly. Although spring harvest started later than usual, there was no unusual overlap with supplies moving from early summer producing areas, as these areas' crops also were late.

Lettuce prices were quite high during the spring of 1967. Returns for cabbage, celery, and cucumbers exceeded year-earlier levels. Tomato prices were below the previous year and onion prices were down substantially compared with the high average in the spring of 1966. Gross value of sales in 1967 for 13 principal spring vegetables amounted to $239 million compared with $199 million in 1966. The bulk of the increase in value was from sales of lettuce and tomatoes. Additional details on vegetable prices and marketings are shown on pages 9 and 10. The indexes (1957-59 = 100) of spring vegetable production and price are shown in Figure 1, page 11.

The 1967 spring watermelon acreage was reduced substantially. As a result, production was down one-fourth compared with the surplus 1966 crop. However, the total acreage of cantaloups was increased, and cantaloup production was almost one-fifth above the small 1966 tonnage.

Favorable harvest timing and minimal bunching in shipments during the spring of 1967 resulted in high prices for cantaloups and watermelons. The

value of melon sales in 1967 was $57.5 million, up $16.1 million from the previous year.

II. 1968 RECOMMENDATIONS

Specific planted acreage recommendations for 1968 spring vegetables and spring melons are as follows:

Commodity		Percentage change from 1967 acreage
Spring Vegetables		
Snap Beans	(early)	No change
	(mid)	No change
	(late)	No change
Broccoli	(early)	Minus 5
Cabbage	(early)	No change
	(late)	No change
Carrots		Minus 10
Cauliflower	(early)	No change
Celery		Minus 5
Sweet Corn	(early)	Plus 5
	(late)	Plus 5
Cucumbers	(early)	No change
	(late)	No change
Lettuce	(early)	No change
	(late)	No change
Onions	(early)	No change
	(late)	Minus 5
Green Peppers		No change
Spinach		No change
Tomatoes	(early)	No change
	(late)	No change
Spring Melons		
Cantaloups		Plus 5
Watermelons	(late)	No change

The 1968 total acreage guide for 13 spring vegetables plus cantaloups and watermelons is 397,000 acres or 1 percent more than the 1967 aggregate acreage. With normal acreage abandonment and average yield by commodities, the total spring vegetable and melon production would be 49.4 million hundredweight, or equal to the aggregate tonnage in 1967.

Spring Vegetables: Acreage Guide for 1968, with comparisons

Commodity	Planted acreage				Percent acreage guide is of:		
	Guide 1968	Prel. 1967	1966	1961-65 average	Prel. 1967	1966	1961-65 average
	1,000 acres				Percent		
Beans, Snap							
Early	12.0	12.0	14.1	13.4	100	85	90
Mid	10.1	10.1	10.5	11.1	100	96	91
Late	13.0	13.0	15.7	14.5	100	83	90
Broccoli							
Early	14.8	15.6	13.6	12.7	95	109	117
Cabbage							
Early	12.1	12.1	12.2	13.0	100	99	93
Late	7.6	7.6	7.6	7.4	100	101	103
Carrots	3.3	3.7	3.0	2.5	90	111	131
Cauliflower							
Early	8.4	8.4	8.8	7.7	100	95	109
Celery	7.9	8.3	8.2	7.2	95	96	109
Corn, Sweet							
Early	42.5	40.5	49.3	43.5	105	86	98
Late	10.0	9.5	10.4	13.2	105	96	76
Cucumbers							
Early	11.5	11.5	10.8	11.9	100	106	96
Late	14.2	14.2	13.7	12.9	100	104	110
Lettuce							
Early	41.6	41.6	44.8	38.7	100	93	107
Late	3.8	3.8	4.4	4.5	100	86	85
Onions							
Early	24.0	24.0	23.1	25.0	100	104	96
Late	8.4	8.9	6.7	6.6	95	126	129
Peppers, Green	9.4	9.4	9.7	7.8	100	97	120
Spinach	4.2	4.2	4.2	4.7	100	100	88
Tomatoes							
Early	19.2	19.2	26.4	28.5	100	73	67
Late	18.6	18.6	19.3	19.1	100	96	97
Total	296.6	296.2	316.5	306.0	100	94	97

Note: Percentage comparisons based on unrounded data.

Spring Vegetables: Probable production in 1968 with comparisons

Commodity	Production 1/				Probable production from acreage guide as percent of:		
	Guide 1968 2/	Prel. 1967	1966	1961-65 average	Prel. 1967	1966	1961-65 average
	1,000 hundredweight				Percent		
Beans, Snap							
Early	464	461	528	459	101	88	101
Mid	278	294	280	294	95	99	95
Late	490	469	514	577	104	95	85
Broccoli							
Early	1,258	1,170	1,224	979	108	103	128
Cabbage							
Early	1,719	1,784	1,682	1,742	96	102	99
Late	978	1,040	941	952	94	104	103
Carrots	627	666	600	432	94	104	145
Cauliflower							
Early	764	756	748	702	101	102	109
Celery	3,551	3,507	3,582	3,391	101	99	105
Corn, Sweet							
Early	3,281	3,338	3,480	2,961	98	94	111
Late	562	508	567	710	111	99	79
Cucumbers							
Early	1,189	1,079	1,202	1,159	110	99	103
Late	1,064	1,137	932	968	94	114	110
Lettuce							
Early	7,660	7,788	8,394	7,260	98	91	106
Late	573	584	583	649	98	98	88
Onions							
Early	3,214	3,680	1,548	2,993	87	208	107
Late	2,545	2,681	2,042	1,769	95	125	144
Peppers, Green	884	834	903	697	106	98	127
Spinach	237	230	226	251	103	105	94
Tomatoes							
Early	3,320	3,598	3,870	3,586	92	86	93
Late	1,181	1,285	1,127	1,056	92	105	112
Total	35,839	36,889	34,973	33,587	97	102	107

1/ Includes some quantities not marketed (see individual tables for particulars).

2/ Computed: Planted acreage guide for 1968, less normal abandonment, times average yield.

Spring Melons: Acreage Guide for 1968, with comparisons

Commodity	Planted acreage				Percent acreage guide is of:		
	Guide 1968	Prel. 1967	1966	1961-65 average	Prel. 1967	1966	1961-65 average
	acres				Percent		
Cantaloups	36,600	34,900	39,200	35,280	105	93	104
Watermelons	63,800	63,800	66,600	68,700	100	96	93
Total	100,400	98,700	105,800	103,980	102	95	97

Spring Melons: Probable production in 1968, with comparisons

Commodity	Production 1/				Probable production from acreage guide as percent of:		
	Guide 1968 2/	Prel. 1967	1966	1961-65 average	Prel. 1967	1966	1961-65 average
	1,000 hundredweight				Percent		
Cantaloups	3,647	3,838	3,230	3,713	95	113	98
Watermelons	9,879	8,778	11,448	10,094	113	86	98
Total	13,526	12,616	14,678	13,807	107	92	98

1/ Includes some quantities not marketed (see individual commodity tables for particulars).
2/ Computed: Product of planted acreage guide for 1968, less normal abandonment, times average yield.

Selected Vegetables for Fresh Market: Total unloads in 41 cities, selected months, 1966 and 1967*

Commodity	Year	March	April	May	June
		---Carlot Equivalent---			
Snap Beans	1966	428	809	1,118	1,303
	1967	691	739	1,007	1,059
Broccoli	1966	407	325	219	155
	1967	335	247	266	173
Cabbage	1966	3,018	2,549	3,042	2,921
	1967	3,067	2,731	3,025	2,970
Cantaloups	1966	380	794	1,472	5,377
	1967	203	970	2,435	3,568
Carrots	1966	1,704	1,428	1,314	1,347
	1967	1,485	1,358	1,401	1,268
Cauliflower	1966	637	451	273	289
	1967	555	432	443	294
Celery	1966	2,018	1,836	1,629	1,678
	1967	1,927	1,564	1,658	1,644
Sweet Corn	1966	236	496	3,223	3,576
	1967	728	1,191	3,223	2,892
Cucumbers	1966	430	981	1,434	1,570
	1967	636	829	1,624	1,707
Lettuce	1966	6,615	5,819	6,707	6,316
	1967	5,875	5,215	6,558	6,119
Onions	1966	2,257	2,060	2,844	3,079
	1967	2,625	2,650	2,821	3,084
Green Peppers	1966	928	878	1,201	1,281
	1967	1,040	781	1,222	1,326
Spinach	1966	324	257	307	256
	1967	292	259	314	276
Tomatoes	1966	2,854	2,974	4,147	4,514
	1967	3,050	3,145	4,267	4,227
Watermelons	1966	153	344	3,846	10,342
	1967	131	826	5,361	10,534

*Preliminary
Note: Unload totals include rail and truck combined and include imports.
Source: Market News Branch, Fruit and Vegetable Division.

Selected Vegetables for Fresh Market: United States
monthly average prices, selected months, 1966 and 1967*

Commodity	Year	March	April	May	June
		$ per hundredweight			
Snap Beans	1966	17.50	11.30	9.80	10.10
	1967	12.30	12.20	12.10	12.70
Broccoli	1966	11.00	9.90	11.00	10.50
	1967	11.90	12.20	11.10	10.90
Cabbage	1966	4.00	3.45	2.80	2.80
	1967	2.85	3.20	3.70	2.90
Cantaloups	1966	----	----	8.20	6.20
	1967	----	----	7.40	9.70
Carrots	1966	5.20	5.80	7.50	7.30
	1967	4.15	4.70	5.00	4.95
Cauliflower	1966	10.50	10.90	12.70	9.30
	1967	10.80	10.20	10.60	10.60
Celery	1966	4.20	3.35	5.50	6.90
	1967	3.80	4.00	6.60	6.30
Sweet Corn	1966	8.70	7.00	5.00	4.80
	1967	7.00	7.00	4.85	6.40
Cucumbers	1966	----	6.80	6.40	7.60
	1967	13.20	9.40	6.60	7.80
Lettuce	1966	5.30	4.90	3.00	4.00
	1967	3.90	6.80	5.30	10.10
Onions	1966	2.80	6.00	6.50	4.90
	1967	5.30	4.05	3.55	3.25
Green Peppers	1966	13.50	13.60	10.70	12.50
	1967	11.90	18.30	14.20	11.20
Spinach	1966	9.60	7.30	6.00	6.30
	1967	8.60	8.20	7.60	8.00
Tomatoes	1966	9.50	10.30	7.40	9.80
	1967	9.40	10.60	8.60	12.50
Watermelons	1966	----	4.00	2.25	1.85
	1967	----	3.20	2.30	2.35

* Preliminary.
Source: "Agricultural Prices" issued by the Statistical Reporting Service.

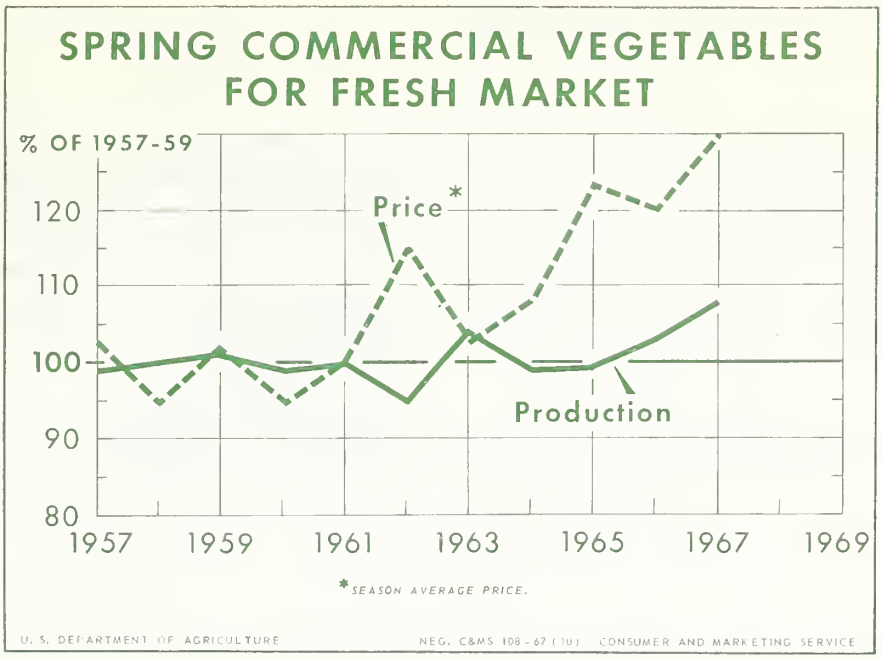


Figure 1

III. DEMAND FOR VEGETABLES IN THE SPRING OF 1968

Economic growth slowed during early 1967, but has since picked up. The increase in growth is expected to continue, and the U. S. economy is expected to register a relatively large gain in 1968, with increases in both private and government sectors. The magnitude of the pick-up will be influenced importantly by possible increases in income taxes, developments in Vietnam, labor contract negotiations and the cost and availability of credit.

Despite the slower rise in production early this year, consumer disposable income during the first 9 months of 1967 averaged about 7 percent above a year earlier. Spending for food also continued to rise although the increase was less than the gain in income. Consumer buying power is expected to continue rising as expanding output raises employment, and wage rates increase further.

Demand for spring vegetables and other farm products is expected to be well maintained. In 1968, requirements on an individual commodity basis will not be substantially different from last spring. Prices for each item will continue to depend largely on the balance of production with market needs for that commodity. And as usual, timeliness of harvests will exert an important influence on spring vegetable markets.

IV. FOREIGN TRADE IN SPRING VEGETABLES

Exports

The total export of fresh vegetables (fresh beans, cabbage, carrots, celery, lettuce, onions, peppers and tomatoes) during March-June, 1967 was 9 percent above the like months in 1966. Dry onions accounted for most of the foreign trade increase, with gains recorded in movement to both Canada and western Europe. Gains in export volume were recorded also for cabbage, and celery. However, shipments of carrots to Canada were down sharply compared with a year earlier, and lettuce volume was down moderately. These declines were in contrast to watermelon exports which were up 4 percent.

An extremely large crop of storage potatoes in Canada in 1966-67 resulted in a sharp decline in supplies moving to Canadian markets during the spring of 1967. Canada, however, continued as the leading export outlet for principal spring vegetables and was the destination for 85 percent of the March-June, 1967 aggregate export volume (excluding watermelons and potatoes).

The total dry onion supply in western Europe this fall is indicated to be above a year ago. Therefore, export potential for domestic storage supplies is less favorable than a year ago. The 1967 potato production in Canada is down substantially compared with the large 1966 crop. As a result export volume during 1967-68 may exceed the relatively small tonnage recorded in 1966-67.

The aggregate exports of other fresh domestic spring vegetables to Canadian and western European markets in the spring of 1968 is likely to be at least as large in 1967. Consumer disposable income in these developed nations is improving. In addition, gains in population in these nations should help to firm demand for principal vegetables.

Details on vegetable exports follow:

Spring Vegetables: Exports from the United States, selected months, 1967 and 1966

Commodity	March-June, 1967		Total, March-June	
	Canada	Other	1967	1966
	1,000 hundredweight			
Beans, Fresh	41.1	22.5	63.6	64.0
Cabbage	545.0	4.7	549.7	467.1
Carrots	425.4	17.8	443.2	775.0
Celery	519.7	74.0	593.7	574.4
Lettuce	921.1	20.9	942.0	1,007.6
Onions	646.7	467.4	1,114.1	412.0
Peppers	48.0	8.5	56.5	73.5
Tomatoes	317.8	7.2	325.0	375.1
Watermelons	586.4	7.2	593.6	569.5
Potatoes	1,288.2	108.7	1,396.9	2,115.2

Source: Bureau of the Census, U. S. Department of Commerce.

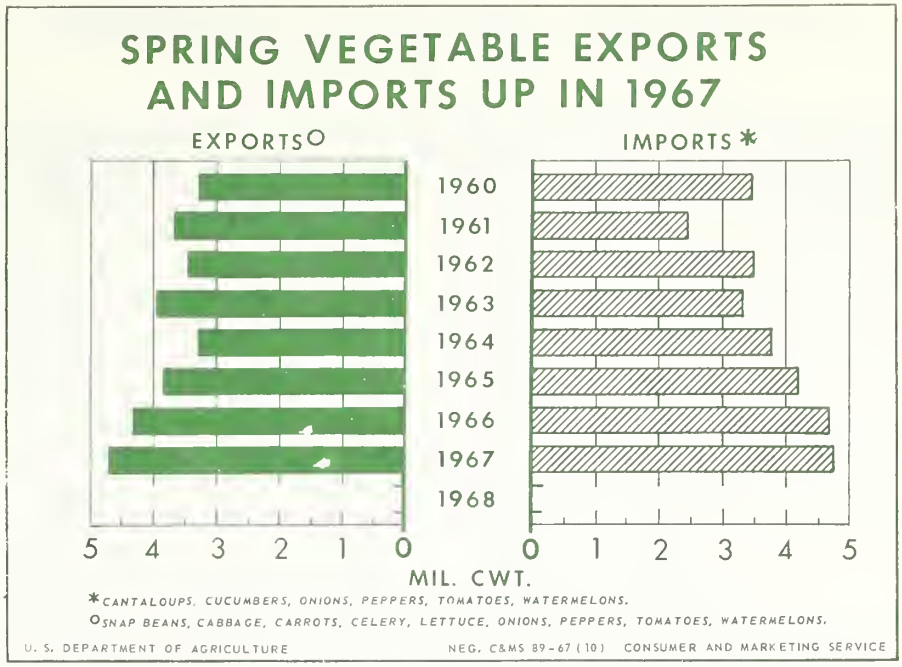


Figure 2

Imports

The volume of fresh vegetable imports during the spring of both 1966 and 1967 was about equal to the aggregate exports (see Figure 2). The uptrend in tomato imports from Mexico continued in the spring of 1967. Mexico was the source also for most of spring imports of onions and cantaloups, cucumbers, eggplant, peppers and watermelons. The import volume for most items except melons peaked in either March or April, prior to the start of active spring harvest in domestic producing areas. Import volume trended downward sharply when domestic harvest became widespread. As a result of a late start in the West in melon harvest, the melon import volume was heavy into May.

Competitive tomato supplies from Mexico during the spring of 1968 are expected to be at least as large as in 1967. The Mexican offerings will consist largely of "vine ripe". In addition import volume in the spring of 1968 for melons and other principal vegetables is expected to be substantial. However, domestic supply and price levels will influence the amount of fresh vegetable and melon imports.

Spring Vegetables: Imports into the United States
selected months, 1967 and 1966

Commodity and Country of Origin	1967 March	1967 April	1967 May	1967 June	Total, March-June 1967	Total, March-June 1966
	1,000 hundredweight					
Cantaloups						
Mexico	90.1	384.0	543.3	149.0	1,166.4	1,337.2
Dom. Rep.	16.6	37.9	4.1	----	58.6	4.9
Other	----	.7	----	.5	1.2	4.4
Total	106.7	422.6	547.4	149.5	1,226.2	1,346.6
Cucumbers						
Mexico	151.5	98.7	3.0	0.2	253.4	162.0
Bahamas	34.4	2.6	0.2	---	37.2	64.1
Canada	8.0	10.1	0.3	0.2	18.6	17.7
Other	12.9	23.6	---	---	36.5	----
Total	206.8	135.0	3.5	0.4	345.7	243.9
Onions						
Mexico	123.9	17.1	3.1	---	144.1	223.7
Chile	50.6	12.5	.3	---	63.4	40.7
Italy	----	----	---	12.3	12.3	21.6
Other	3.3	1.6	---	.5	5.4	4.4
Total	177.8	31.2	3.4	12.8	225.2	290.4
Peppers						
Mexico	50.8	39.8	14.3	4.1	109.0	102.0
Dom. Rep.	2.7	2.5	4.2	2.3	11.7	10.1
Other	.9	---	---	.7	1.6	1.6
Total	54.4	42.3	18.5	7.1	122.3	113.6
Tomatoes						
Mexico	667.4	690.2	601.9	215.2	2,174.7	2,088.5
Bahamas	-----	-----	-----	-----	-------	2.9
Canada	-----	-----	1.5	1.3	2.8	2.9
Other	3.7	3.4	1.7	.2	9.0	2.1
Total	671.1	693.6	605.1	216.7	2,186.5	2,096.3
Watermelons						
Mexico	68.3	171.4	229.8	137.1	606.6	560.7
Other	11.0	12.9	1.3	-----	25.2	2.3
Total	79.3	184.3	231.1	137.1	631.8	563.1

Note: May include small amounts from other areas; total computed from unrounded data.

Source: Bureau of the Census, U.S. Department of Commerce.

V. PROCESSED VEGETABLES

Canned

At the beginning of the 1966-67 shipping season, the aggregate supply of principal canned vegetables (see Figure 3) was about the same as the total a year earlier, with more sweet corn but smaller supplies of all other items. Although prices for canned vegetables were relatively high during 1966-67, aggregate disappearance of canned stocks was one-tenth more than the previous season. Disappearance of canned sweet corn and green peas was exceptionally high. And on April 1, 1967 the total amount of canned stocks was down moderately compared with a year earlier.

The total acreage of vegetables for processing was increased substantially in 1967. Adverse spring weather delayed the crops. But open fall weather in the northern States and California was favorable for plant growth and maturity. The aggregate production of vegetables for processing in 1967 was indicated at 11 percent above 1966.

The 1967 total pack of canned vegetables is moderately larger than in 1966. For several items, a small carryover supply was a partial offset to the larger pack. Disappearance of canned stocks in the 1967-68 shipping season is likely to be well above average. Nevertheless, canned stocks on hand in the spring of 1968 probably will exceed the aggregate holdings in the spring of 1967.

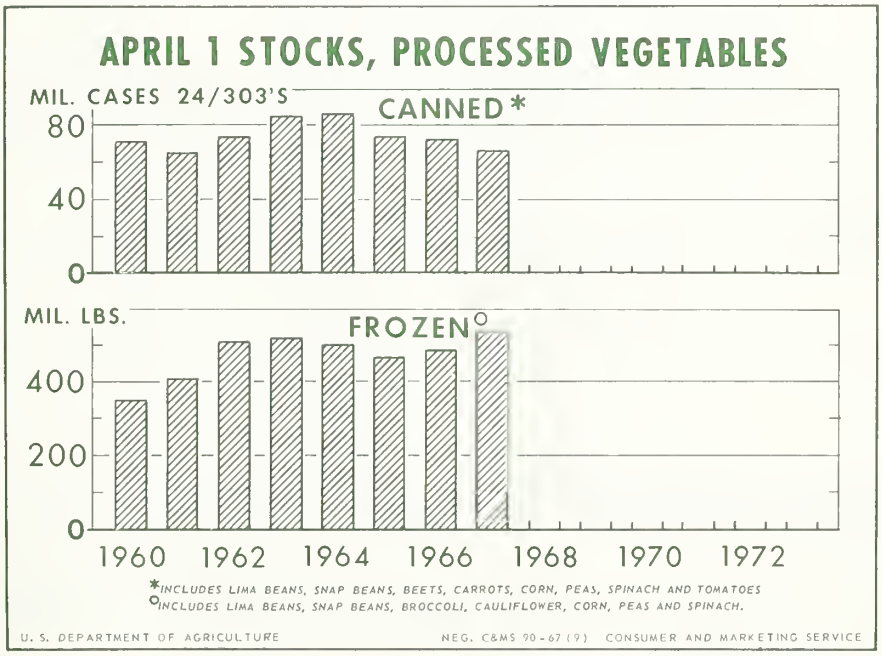


Figure 3

Frozen Vegetables

The total supply of principal frozen vegetables at the beginning of the 1966-67 marketing season was substantially above the previous season. The supply of green peas was below the relatively high level in 1965-66, but supplies of other major items were well above the moderate holdings of a year earlier.

The utilization of frozen vegetables was heavy during 1966-67, particularly for broccoli, snap beans and sweet corn. Disappearance of green peas, however, was moderately below the high rate in 1965-66. On April 1, cold storage holdings of principal vegetables except green peas were well above year-earlier levels.

Current information suggests that the 1967 overall frozen pack of vegetables is large. Although disappearance of frozen vegetables likely will be sustained at a high rate into the spring of 1968, the total inventory of frozen vegetables in the spring of 1968 will exceed the relatively large holdings in 1967. Details on canned and frozen vegetables are shown below.

Supplies of Canned and Frozen Vegetables
Marketing Season 1966-67 and 1965-66

Commodity	Total supply		April 1 stocks	
	1966-67	1965-66	1967	1966
Canned Vegetables 1/	Million cases 24/303's			
Lima Beans	4.1	3.6	1.6	1.0
Snap Beans	51.6	52.7	14.5	18.0
Beets	14.6	14.7	5.3	5.1
Carrots	8.8	7.1	3.2	2.3
Sweet Corn	52.0	45.4	15.0	14.5
Green Peas	40.6	43.5	11.8	13.9
Spinach	9.9	10.4	2/ 2.9	2/ 3.0
Tomatoes	42.0	44.7	13.0	15.0
Frozen Vegetables	Million pounds			
Lima Beans	176.6	170.4	71.0	63.9
Snap Beans	272.4	241.6	83.0	75.3
Broccoli	192.4	151.8	52.7	39.2
Carrots	142.1	133.8	55.0	40.6
Cauliflower	69.8	56.0	25.0	21.6
Sweet Corn	374.5	284.0	128.0	93.4
Green Peas	490.3	540.8	128.4	152.5
Spinach	173.3	160.5	52.3	41.0

1/ Includes canners' and distributors' stocks.
2/ March 1 stocks.

Source: National Canners Association; National Association of Frozen Food Packers; Bureau of the Census, U.S. Department of Commerce and Statistical Reporting Service, U.S.D.A.

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Snap Beans-Early Spring
(Florida and Texas)

Year	Acreage: Planted	Acreage: For harvest	Yield per acre	Production	Price	Value
		(acres)	(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1968 Acreage Guide and probable production (planted acreage equal to 1967)	12,000		1/ 42	464		
Background statistics						
1967 Prel.	12,000	11,400	40	461	11.92	5,494
1966	14,100	13,000	41	2/ 528	10.28	5,396
1965	11,500	11,100	41	2/ 451	11.63	4,954

1/ 1964-67 average.
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 3 in 1966; and 25 in 1965.

Comments

Spring plantings of snap beans have fluctuated widely in recent years. Florida with over 90 percent of the seasonal acreage, has accounted for most of the change. The Florida acreage in 1967 was down 16 percent.

In the Plant City area of Florida, acreage was replanted after the late February freeze. After the freeze, the crop progressed favorably, and yield per acre was equal to a year earlier. In Texas, however, yield was low. The total production in 1967 was 13 percent less than in 1966.

Supplies of fresh snap beans were relatively light during the early spring. Prices trended lower in April when the Florida harvest was most active. But for the season, the average price was well above 1966.

In 1968, growers should be able to market successfully the production from an equal acreage.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production one percent more than in 1967.

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Snap Beans - Mid-Spring
(South Carolina, Georgia, Alabama, and Louisiana)

Year	Acreage		Yield per acre	Production	Price	Value
	Planted	For harvest (acres)	(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1968 Acreage Guide and probable production (planted acreage equal to 1967)	10,100		1/ 29	278		
Background statistics						
1967 Prel.	10,100	9,600	31	294	10.77	3,167
1966	10,500	9,800	29	280	9.15	2,561
1965	10,500	9,900	27	272	9.62	2,617

1/ 1965-67 average yield.

Comments

The long-term decline in mid-spring snap bean acreage continued in 1967. Insufficient moisture throughout the southeastern States slowed early fields. But May rains were beneficial for late acreage. Yields in most mid-spring producing States were high. And despite the smaller acreage, total production in 1967 was moderately larger than in 1966.

Typically, mid-spring snap beans are marketed from late April into late June, competing with both early and late spring supplies. In 1967, however, mid-spring marketings, particularly those from South Carolina and Georgia, were more evenly distributed than in most seasons. As a result of little bunching in supplies, all producing States shared in the strong market which prevailed throughout the 1967 season.

An acreage in 1968 equal to 1967, assuming a normal yield, would produce adequate supplies for all market outlets.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1965-67 average yield, will result in a production 5 percent less than in 1967.

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Snap Beans - Late Spring
(New Jersey, Maryland, Virginia, North Carolina and California)

Year	Acreage: Planted	Acreage: For harvest	Yield per acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
		(acres)				
1968 Acreage Guide and probable production (planted acreage equal to 1967)	13,000		1/ 41	490		
Background statistics						
1967 Prel.	13,000	12,200	38	469	12.72	5,965
1966	15,700	12,500	41	514	12.05	6,196
1965	15,700	13,800	43	588	10.67	5,963

1/ 1963-67 average yield.

Comments

The acreage of late spring snap beans in 1967 was down substantially from 1966 and less than the previous low total in 1963.

Cool, wet weather in April slowed development of the crop in California. And, in the East, weather was poor through most of May. Yields were low except in North Carolina.

Movement of snap beans from North Carolina reached a peak in mid-June 1967, about two weeks later than usual. But this did not result in a heavy total supply as crops in Virginia, Maryland, and New Jersey were late. Shipments from the San Diego County area of California were light during the late spring, with volume heaviest in July when additional supplies became available in the central coast districts.

Both light market volume and a favorable marketing pattern, particularly in the East, contributed to the high prices recorded in 1967.

With a normal timing in harvest in 1968, the production from an equal acreage could be marketed successfully.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1963-67 average yield, will result in a production 4 percent more than in 1967.

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Broccoli - Early Spring

(California)

Year	Acreage		Yield			
	Planted	For harvest	per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1968 Acreage Guide and probable production (planted acreage 5 percent less than in 1967)	14,800		1/ 85	1,258		
Background statistics						
1967 Prel.	15,600	15,600	75	1,170	8.53	9,977
1966	13,600	13,600	90	1,224	8.25	10,094
1965	11,900	11,900	80	952	8.22	7,825

1/ 1963-66 average yield.

Comments

In each of the past two seasons, there has been a substantial increase in the acreage of early spring broccoli. The two major producing districts, Monterey-Santa Cruz and San Luis Obispo-Santa Maria, contributed to the increase in 1967.

The crop developed favorably during the late winter, but excessive rain during April reduced yields which were the lowest in several years. And production in 1967 was slightly below 1966.

As in the previous season, a strong freezer demand limited the quantity available for fresh market outlets. Also, harvest was frequently restricted by poor weather, especially during April. As a result, supplies were limited, and prices for broccoli at California shipping points ranged from moderate to fairly high during the 1967 spring season.

At the start of the fall packing season in 1967, inventories of frozen broccoli were much larger than a year earlier. And holdings of frozen broccoli next spring may be above average. Sufficient supplies for fresh market and processing outlets next spring could be produced on a moderately smaller acreage, assuming an average yield per acre.

1968 Guide

The 1968 guide is a planted acreage 5 percent less than in 1967. Such an acreage, with no abandonment and a 1963-66 average yield, will result in a production 8 percent more than in 1967.

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cabbage - Early Spring

(South Carolina, Alabama, Georgia, Mississippi, Louisiana and California)

Year	Acreage		Yield			
	Planted	For harvest	per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1968 Acreage Guide and probable production (planted acreage equal to 1967)	12,100		1/ 145	1,719		
Background statistics						
1967 Prel.	12,100	11,800	151	1,784	2.92	5,212
1966	12,200	11,800	143	2/ 1,682	2.67	4,328
1965	12,700	12,500	140	1,744	4.46	7,781

1/ 1964-67 average yield.
2/ Includes 60,000 hundredweight not marketed and excluded in computing value.

Comments

A substantial decrease in South Carolina acreage in 1967, most likely a reflection of the poor marketing season in 1966, was mostly offset by a larger acreage in California, the major early spring source. The total production in 1967 was moderately more than in 1966, with the increase concentrated in California.

Supplies from Louisiana and Georgia were light through the winter, with the bulk of spring crop marketings occuring from early April through May (see Figure 4). Despite rains which slowed growth, volume supplies were available from California areas throughout the spring.

In 1967, the delay in development of both early and late spring crops was of benefit to prices, except in California where, with a much larger crop, returns were off moderately compared with 1966.

With normal timing of volume from competing areas in 1968, markets can be expected to absorb the production from an equal acreage.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 4 percent less than in 1967.

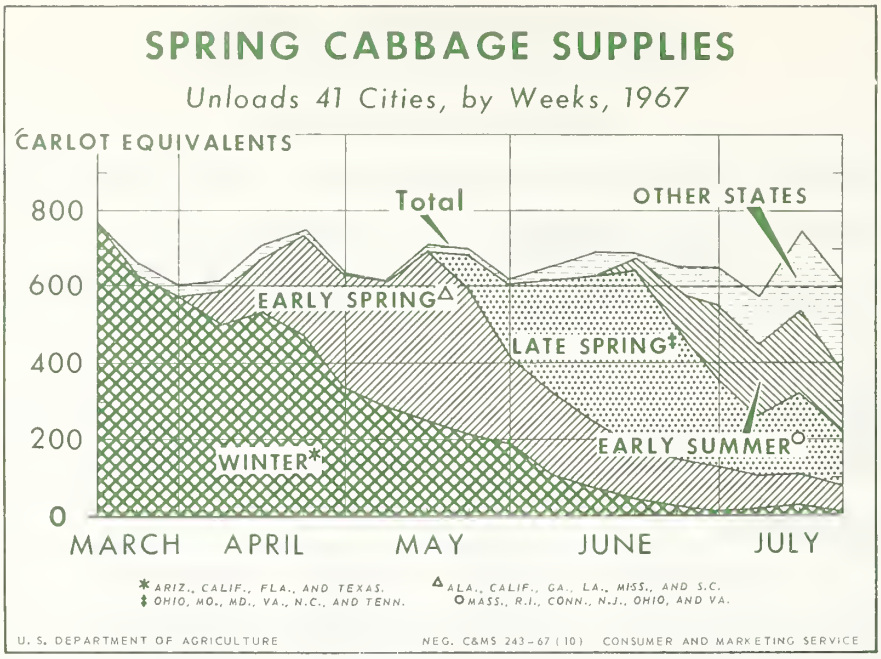


Figure 4

The 1967 winter cabbage crop in Florida plus the early spring crop in the southeastern States was damaged by a late February freeze. In addition, adverse weather was reported in late spring producing areas, including a freeze about mid-March in North Carolina.

In spite of poor growing weather, the production of both early and late spring cabbage exceeded the outputs in 1966. However, spring cabbage prices in 1967 held in a moderate to high range because the potential supply was threatened by weather and harvest timing was favorable. In addition, competitive supplies from Florida and Texas showed a sharp decline during the last half of April.

Market needs for cabbage show little year-to-year change. Per capita use has been holding at about 10 pounds. In 1968, the guide recommendations are for equal acreages of early and late spring cabbage.

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cabbage - Late Spring

(Ohio, Missouri, Maryland, Virginia, North Carolina and Tennessee)

Year	Acreage: Planted	Acreage: For harvest	Yield per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1968 Acreage Guide and probable production (planted acreage equal to 1967)	7,650		1/ 136	978		
Background statistics						
1967 Prel.	7,650	7,250	143	1,040	2.47	2,567
1966	7,550	6,950	135	2/ 941	2.41	2,120
1965	7,400	7,000	130	911	3.33	2,984

1/ 1965-67 average yield.
2/ Includes 60,000 hundredweight not marketed and excluded in computing value.

Comments

The total production of late spring cabbage was relatively large in 1967. High yields were obtained in spite of extremes in rainfall and some freeze-damage to early fields in North Carolina.

Marketings of late spring crops started a little later than usual. By mid-May, harvest was active in North Carolina, and by the latter part of the month, in Tennessee and Virginia.

Market prices were high during the last half of May but declined in June. This pattern was reflected in a high season average price in North Carolina, Virginia, and Tennessee. But in other States, where the bulk of supplies was sold late in June and early July, prices received were not as high as in the early spring.

The production from an equal acreage in 1968 should be sufficient for market needs.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1965-67 average yield, will result in a production 6 percent less than in 1967.

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Carrots - Spring

(Arizona)

Year	Acreage: Planted	Acreage: For harvest	Yield per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1968 Acreage Guide and probable production (planted acreage 10 percent less than in 1967)	3,300		1/ 190	627		
Background statistics						
1967 Prel.	3,700	3,700	180	666	3.75	2,498
1966	3,000	3,000	200	600	6.10	3,660
1965	2,700	2,300	185	426	4.90	2,087

1/ 1966-67 average yield.

Comments

In 1967, the planted acreage of spring carrots in Arizona was up substantially from 1966, when markets were strong and prices were high.

For the entire season, which extends from late November to early July, market prices were much lower than a year earlier. Influenced by heavy shipments from the Lower Valley of Texas, markets were weak through February and March. Although prices improved moderately in late April and held steady during May, they remained far below the high levels reached in May 1966.

The late season rise in price was of some benefit to Arizona producers as they marketed an unusually large portion of the total crop during June. Nevertheless, the season average price in 1967 was low. The total crop value for the season was nearly a third less than in 1966.

Competition from other major producing areas may be more intense in 1968 than in 1967. Therefore, a smaller output in 1968 should be adequate for market requirements.

1968 Guide

The 1968 guide is a planted acreage 10 percent less than in 1967. Such an acreage, with no abandonment and a 1966-67 average yield, will result in a production 6 percent less than in 1967.

1968 Acreage- Marketing Guides
Spring Vegetables for Fresh Market

Cauliflower-Early Spring
(California)

Year	Acreage		Yield per acre	Production	Price	Value
	Planted	For harvest				
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1968 Acreage Guide and probable production (planted acreage equal to 1967)	8,400		1/ 91	764		
Background statistics						
1967 Prel.	8,400	8,400	90	756	9.56	7,224
1966	8,800	8,800	85	748	9.72	7,274
1965	7,400	7,400	90	666	9.83	6,544

1/ 1964-67 average yield.

Comments

Early spring cauliflower acreage in 1967 was reduced moderately from the high level in 1966. Several periods of unusually cool weather slowed growth of cauliflower. But rains during March were beneficial to the crop.

Supplies for fresh market outlets were generally ample throughout the spring season. However, an extended period of cold weather in April reduced marketings slightly. But a good volume was available in May and June. Competitive supplies of frozen cauliflower last spring were above average.

With the exception of a short period in mid-March, fresh market prices generally held at $3.00 per carton at shipping point. The value of the 1967 crop compared favorably with the high level a year earlier.

An adequate 1968 spring crop should result from an acreage equal to 1967.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with no abandonment and a 1964-67 average yield, would result in a production one percent more than in 1967.

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Celery - Spring

(Florida and California)

Year	Acreage		Yield			
	Planted	For harvest	per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1968 Acreage Guide and probable production (planted acreage 5 percent less than in 1967)	7,900		1/ 454	3,551		
Background statistics						
1967 Prel.	8,300	8,200	428	2/ 3,507	5.65	18,766
1966	8,200	8,100	442	2/ 3,582	5.02	16,506
1965	7,500	7,400	471	2/ 3,487	4.47	15,100

1/ 1964-67 average yield.
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 186 in 1967; 295 in 1966; and 106 in 1965.

Comments

Florida acreage, which has trended upward during the 1960's, was increased slightly in 1967. Because of dry weather, yields were below average. However, total production was up moderately compared with a year earlier (see Figure 5).

Shipments from the Florida Everglades area were substantial during April and May. The Sanford-Zellwood harvest was active beginning early in May. Because competitive supplies from California were below average, prices at Florida shipping points trended upward during the late spring. And crop value was high.

In California, total acreage and production were down compared with 1966. Cool, rainy weather slowed harvest during the spring. Prices for California celery held in a moderate range during most of April. Late in April, however, prices advanced sharply and continued high during the remainder of spring.

A total acreage in 1968 moderately less than in 1967 should provide an adequate production for total market needs, which are increasing slowly.

1968 Guide

The 1968 guide is a planted acreage 5 percent less than in 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production one percent more than in 1967.

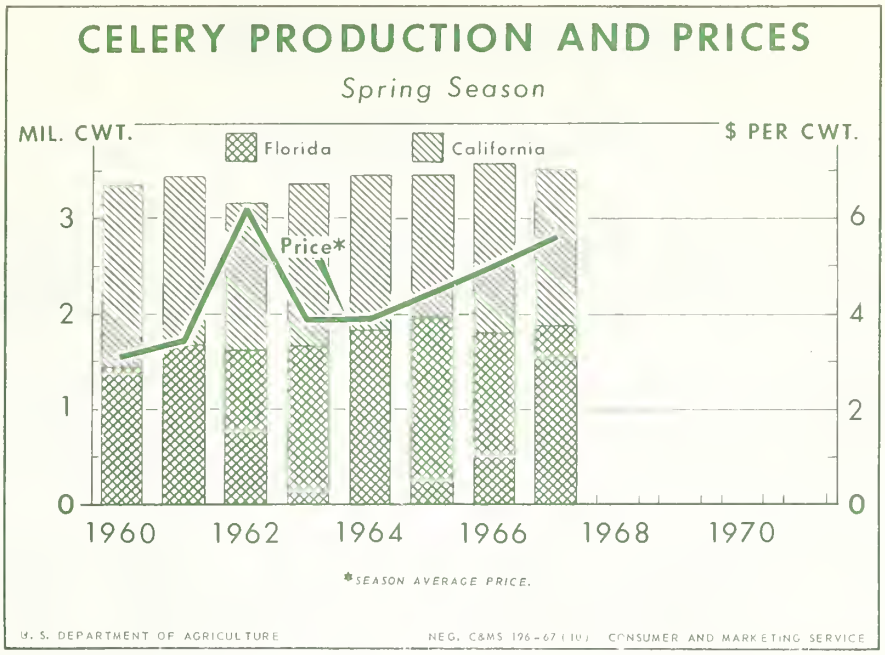


Figure 5

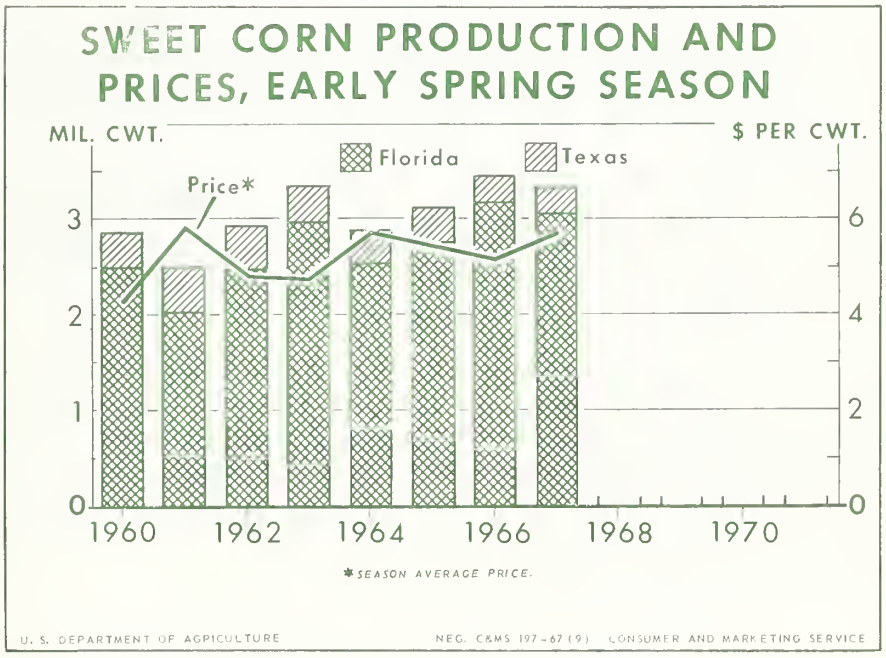


Figure 6

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Sweet Corn - Early Spring
(Florida and Texas)

Year	Acreage: Planted	Acreage: For harvest	Yield per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1968 Acreage Guide and probable production (planted acreage 5 percent more than in 1967)	42,500		1/ 83	3,281		
Background statistics						
1967 Prel.	40,500	38,300	87	3,338	5.72	19,108
1966	49,300	44,000	79	2/ 3,480	5.16	17,499
1965	46,900	43,600	72	2/ 3,118	5.48	16,822

1/ 1966-67 average yield.
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 89 in 1966; and 46 in 1965.

Comments

The total spring acreage in Florida was reduced sharply in 1967. The Everglades and Pompano areas were responsible for most of the reduction. Florida's per acre yield was high last season and was an offset to the smaller acreage. The total production was down slightly compared with the large crop in 1966 (see Figure 6).

Harvest was active in the Everglades from late March until early in June. With the Zellwood harvest active by mid-May, the Florida volume peaked in late May. Harvest bunching was less than usual. And shipping point prices held in a moderate to high range.

The Texas acreage was reduced in 1967 and total production was small. Shipments from the Lower Rio Grande Valley peaked early in May. Harvest in the San Antonio and central and east Texas producing areas was active by late spring. The average price for Texas sweet corn was high.

With normal yields in 1968 a larger acreage of sweet corn would be required for a sufficient production.

1968 Guide

The 1968 guide is a planted acreage 5 percent more than in 1967. Such an acreage, with normal abandonment and a 1966-67 average yield, will result in a production 2 percent less than in 1967.

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Sweet Corn - Late Spring
(South Carolina, Georgia, Alabama and California)

Year	Acreage: Planted	Acreage: For harvest	Yield per acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
	(acres)					
1968 Acreage Guide and probable production (planted acreage 5 percent more than in 1967)	10,000		1/ 58	562		
Background statistics						
1967 Prel.	9,500	9,200	55	508	6.65	3,377
1966	10,400	10,000	57	567	5.11	2,897
1965	11,000	10,300	61	632	5.21	3,291

1/ 1965-67 average yield.

Comments

The total acreage was reduced sharply in 1967. Most of the reduction was in California.

Dry weather reduced yields in the southeastern States. And following cold, wet weather, yields also were down in California.

The total production was small, and the crop sold at a high average price. Fewer competitive supplies from early spring areas helped to firm the late spring market. Also, the early summer harvest was delayed.

In 1968, markets can absorb more late spring sweet corn. For an adequate production, a moderate increase in acreage will be required.

1968 Guide

The 1968 guide is a planted acreage 5 percent more than in 1967. Such an acreage, with normal abandonment and a 1965-67 average yield, will result in a production 11 percent more than in 1967.

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cucumbers - Early Spring

(Florida and Texas)

Year	Acreage: Planted	Acreage: For harvest	Yield per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1968 Acreage Guide and probable production (planted acreage equal to 1967)	11,500		1/ 110	1,189		
Background statistics						
1967 Prel.	11,500	10,900	99	1,079	7.03	7,582
1966	10,800	10,100	119	1,202	6.39	7,683
1965	11,400	10,800	105	1,129	6.13	6,918

1/ 1963-67 average yield.

Comments

Acreages of early spring cucumbers in both Florida and Texas were increased in 1967.

A late-February freeze damaged plantings in Florida producing areas. Most of these fields were replanted which resulted in harvest bunching. Unusually dry weather in Florida prevented yields from reaching their full potential. And the Florida output was down sharply compared with the previous year. In Texas, the 1967 crop was a record.

Import volume from Mexico, a major source of winter supplies continued to be an important market factor into early April. However, when domestic shipments increased during April, imports declined, reaching a nominal level by late April (see Figure 7).

Prices moved downward during April when domestic supplies increased. But prices averaged quite high in 1967.

With good market timing in 1968, there should be sufficient market outlets for a production larger than in 1967. However, with average yields, a larger crop would be produced on an acreage equal to 1967

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1963-67 average yield, will result in a production 10 percent more than in 1967.

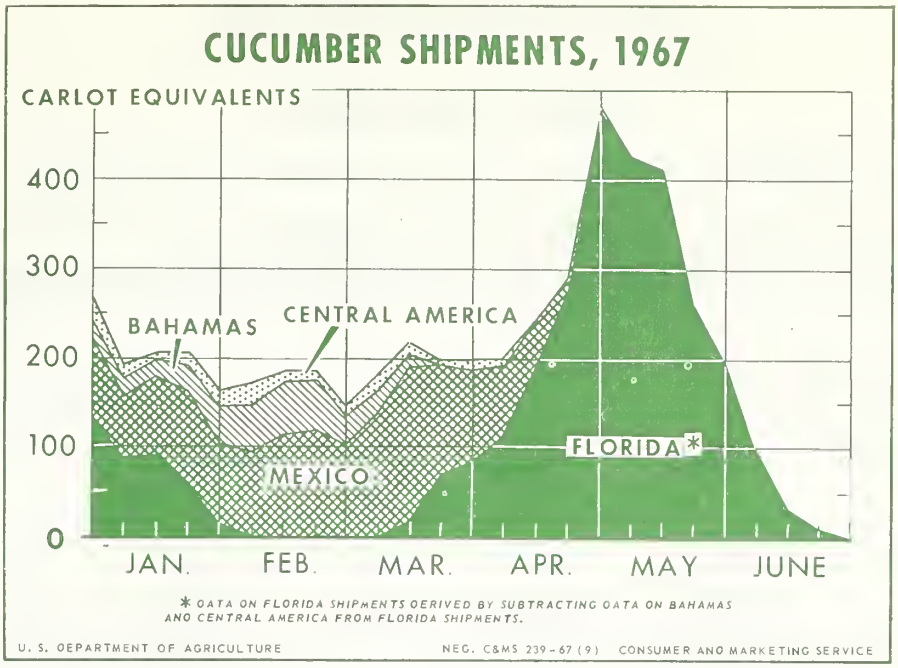


Figure 7

Major sources for spring cucumbers are shown in Figure 7. In addition spring cucumbers are grown in Texas, North and South Carolina, California, and Louisiana.

Import volume of Mexican cucumbers continued substantial through early April, 1967. The Florida spring crop was late with peak in shipments occuring about the first of May, or 2 weeks later than usual. Dry weather in Florida in 1967 curbed spring production.

Per capita consumption of cucumbers is relatively stable, at 3 pounds. So total market requirements are growing slowly, in line with population increases. In 1968, assuming average yields, a sufficient volume of spring cucumbers can be produced on an acreage equal to 1967.

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cucumbers - Late Spring

(North Carolina, South Carolina, Louisiana and California)

Year	Acreage		Yield			
	Planted	For harvest	per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1968 Acreage Guide and probable production (planted acreage equal to 1967)	14,250		1/ 77	1,064		
Background statistics						
1967 Prel.	14,250	14,000	81	1,137	7.00	7,956
1966	13,700	12,700	73	932	7.24	6,751
1965	13,100	13,000	77	1,007	5.61	5,650

1/ 1965-67 average yield.

Comments

The increase in acreage in 1967 was concentrated in North Carolina and South Carolina. These two States' plantings have trended upward.

Unfavorable April weather retarded development of earliest fields. However, weather improved in the late spring and yields were high. Production was 22 percent more than the small crop in 1966.

Active harvesting of the late spring crop in 1967 began a little later than usual. But the timing of supplies from individual States was favorable. There was less bunching of market supplies in June, when most of the crop was sold. Although movement of late spring volume continued heavy through June, the supply did not become burdensome because of a delay in marketing of early summer crops, particularly those in Maryland and New Jersey. The total crop value was record high.

An acreage equal to 1967 should result in a sufficient volume for late spring markets.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1965-67 average yield, will result in a production 6 percent less than in 1967.

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Lettuce - Early Spring

(North Carolina, New Mexico, Arizona and California)

Year	Acreage: Planted	Acreage: For harvest	Yield per acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
	(acres)					
1968 Acreage Guide and probable production (planted acreage equal to 1967)	41,600		1/ 186	7,660		
Background statistics						
1967 Prel.	41,600	41,200	189	7,788	6.21	48,378
1966	44,850	44,550	188	2/ 8,394	3.86	29,801
1965	35,200	35,100	200	2/ 7,024	7.14	50,111

1/ 1963-67 average yield.
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 677 in 1966; and 10 in 1965.

Comments

One of the wettest and coldest Aprils of record plus extremely high temperatures during May curtailed 1967 spring lettuce production in California, the major market source. The State's spring crop was down 21 percent. California's shipments were much below normal during April but volume increased during May and June.

Shipments from Arizona, where production was down slightly compared with the previous year, were distributed evenly during April and decreased during May. Harvest in New Mexico, where lettuce acreage has increased sharply since 1962, began in late April and was heavy most of May.

Prices for lettuce, which had been depressed during the late winter, moved up sharply early in April and substantial price advances occurred late in May and early June (see Figure 8 and Figure 9). The season average price was high.

With normal harvest timing in 1968, the production from an equal acreage should be adequate for market needs, which are increasing slowly.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage with normal abandonment and a 1965-67 average yield, will result in a production 2 percent less than in 1967.

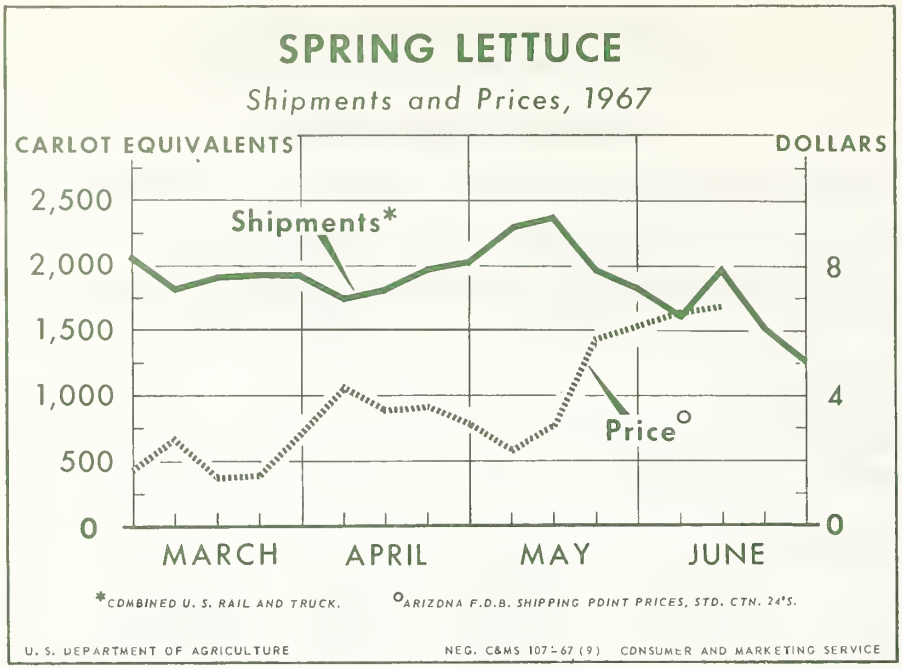


Figure 8

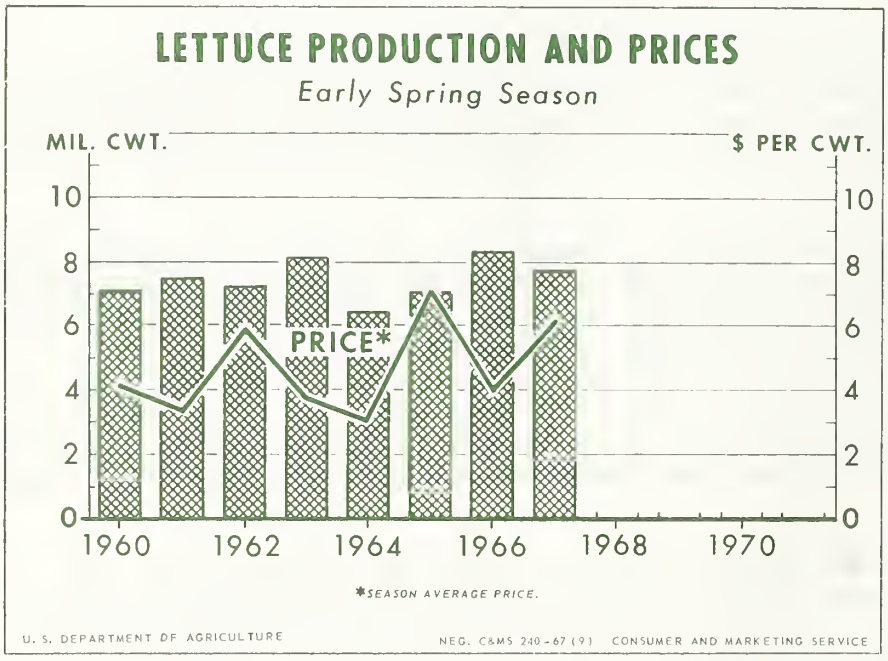


Figure 9

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Lettuce - Late Spring
(Massachusetts, Connecticut and New Jersey)

Year	Acreage		Yield			
	Planted	For harvest	per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1968 Acreage Guide and probable production (planted acreage equal to 1967)	3,800		1/ 162	573		
Background statistics						
1967 Prel.	3,800	3,720	157	584	9.48	5,539
1966	4,400	3,800	153	583	5.33	3,107
1965	4,350	4,150	175	725	7.89	5,717

1/ 1965-67 average yield.

Comments

A small crop of late spring lettuce in the East followed the erratic supply of early spring lettuce originating in the West.

In New Jersey, harvest was underway by early June and light volume continued through July and August. The New England harvest was late due to cold weather. Movement did not peak until late June, but supplies continued through most of July. The season average price was nearly double the year-earlier level.

The need for late spring lettuce will continue to be restricted by competitive supplies from the West. With normal weather, an equal acreage in 1968 would provide an adequate crop.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1965-67 average yield, will result in a production 2 percent below 1967.

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Onions-Early Spring
(Texas)

Year	Acreage		Yield	Production	Price	Value
	Planted	For harvest	per acre			
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1968 Acreage Guide and probable production (planted acreage equal to 1967)	24,000		1/ 144	3,214		
Background statistics						
1967 Prel.	24,000	23,000	160	3,680	4.05	14,904
1966	23,100	16,300	95	1,548	7.50	11,610
1965	25,100	23,100	130	3,003	3.95	11,862

1/ 1963-67 (excluding 1966) average yield.

Comments

The 1967 early spring onion crop in Texas was one of the largest on record and more than double the 1966 output when heavy rains resulted in a high crop loss (see Figure 10 and Figure 11).

In the Rio Grande Valley, the 1967 harvest was active by the first week in March. A year earlier the beginning of harvest was delayed until April.

Although quite high when the shipping season began in March,prices for shipments from the Valley trended downward during March and then stabilized at moderate levels during April and May. Most of the crop in the Winter Garden area was shipped during May.

The 1967 early spring production exceeded normal market needs. But a small storage supply in the northern States, particularly in New York and Michigan, resulted in reduced competition during the Texas shipping season.

The supply of storage onions next spring may be above 1967. Because of replantings following Hurricane Beulah, harvest bunching is likely in Texas next spring. Therefore, a smaller output is recommended in 1968.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1963-67 (excluding 1966) average yield, will result in a production 13 percent less than in 1967.

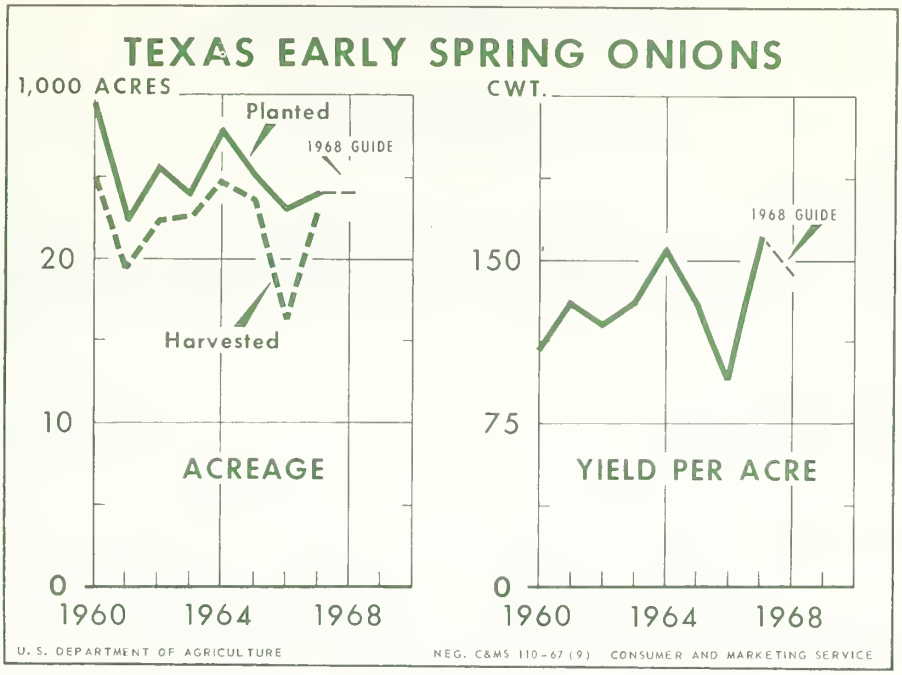


Figure 10

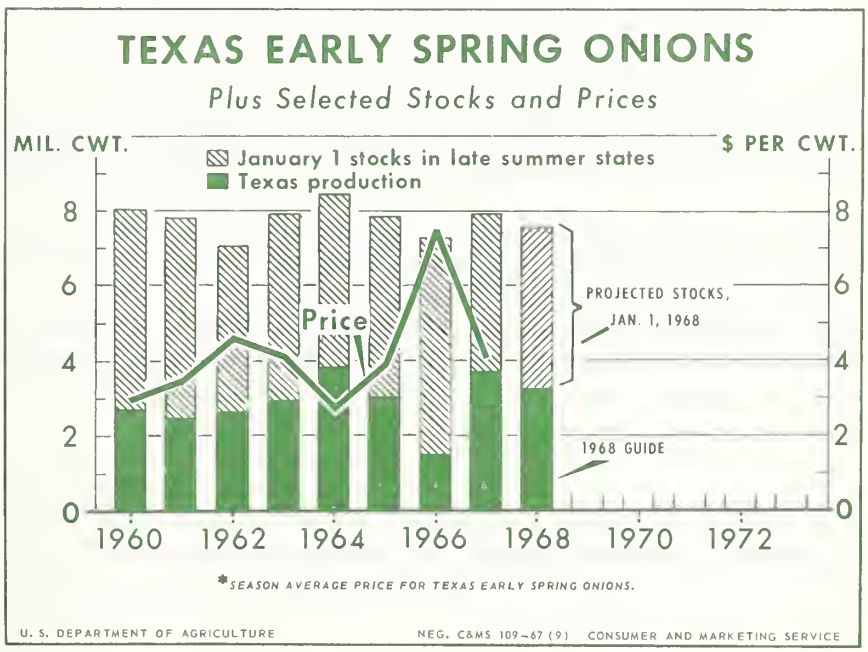


Figure 11

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Onions - Late Spring
(Texas, Arizona and California)

Year	Acreage: Planted	Acreage: For harvest	Yield per acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
	(acres)					
1968 Acreage Guide and probable production (planted acreage 5 percent less than in 1967)	8,450		1/ 303	2,545		
Background statistics						
1967 Prel.	8,900	8,900	301	2,681	3.21	8,594
1966	6,700	6,700	305	2,042	5.31	10,848
1965	5,700	5,700	340	1,936	5.82	11,274

1/ 1966-67 average yield.

Comments

Most of the late spring onion crop originates in California and Arizona. Acreage in both States was increased substantially in 1967, and the resulting production was a record.

In Arizona, harvest was active from mid-May until late June. Competitive marketings from the early spring crop were available through May and checked market needs for late spring supplies. In California, harvest in Kern County was active during May with supplies developing in the Imperial Valley by early June. Shipments from the Stockton District were underway by late June.

The 1967 late spring price levels showed little change during the shipping season. Returns were below the high levels of a year earlier.

The 1968 early spring crop may provide more competition during the late spring shipping season. Therefore, a moderate reduction in output is recommended for the late spring crop.

1968 Guide

The 1968 guide is a planted acreage 5 percent less than in 1967. Such an acreage, with a 1966-67 average yield, will result in a production 5 percent less than in 1967.

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Green Peppers - Spring
(Florida and Texas)

Year	Acreage: Planted	Acreage: For harvest	Yield per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1968 Acreage Guide and probable production (planted acreage equal to 1967)	9,400		1/ 98	884		
Background statistics						
1967 Prel.	9,400	9,000	93	834	14.32	11,941
1966	9,700	9,300	97	2/ 903	11.52	10,079
1965	7,800	7,400	92	678	14.29	9,690

1/ 1963-67 average yield.
2/ Includes 28,000 hundredweight not marketed and excluded in computing value.

Comments

In 1967, total plantings were a little smaller than the large acreage a year earlier. An increase in acreage in Texas partly offset a reduction in Florida.

The Texas crop developed favorably, but in Florida, adverse weather limited yields, particularly in those fields replanted after the late February freeze. The total spring production in 1967 was substantially less than the excessively large volume in 1966.

Harvest timing among principal Florida areas was favorable. There was a "gap" in marketings in mid-April, when shipments from central Florida areas were not large enough to offset the decline in volume from Ft. Myers and Pompano. But good volume was available through early June. In Texas, shipments peaked in late May and early June.

Prices were relatively high most of the season. The total value of sales was well above average.

Growers should be able to market a tonnage larger than that produced in 1967. However, with average yields in 1968, an adequate tonnage can be obtained from an equal acreage.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1963-67 average yield, will result in a production 6 percent more than in 1967.

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Spinach
(New York, New Jersey, Pennsylvania, Ohio, Maryland and Virginia)

Year	Acreage		Yield per acre	Production	Price	Value
	Planted	For harvest				
	(acres)		(cwt.)	(1,000 cwt,)	($ per cwt.)	($1,000)
1968 Acreage Guide and probable production (planted acreage equal to 1967)	4,150		1/ 62	237		
Background statistics						
1967 Prel.	4,150	3,800	61	230	7.99	1,838
1966	4,150	3,850	59	226	6.03	1,363
1965	4,150	3,800	65	246	6.26	1,527

1/ 1965-67 average yield.

Comments

The total acreage and production of spring spinach in 1967 showed little change from the respective levels of the previous year.

Growth of the "wintered-over" crop was retarded by generally cold spring weather, as was direct-seeded acreage.

Harvest in Virginia was completed by May 1. In New England and the Middle Atlantic States, movement was active by early May. The Ohio harvest was underway early in June.

With favorable harvest timing, spring supplies bunched less than usual. And the small crop brought a record-high price.

Market requirements for fresh spring spinach in 1968 likely will show little change compared with 1967.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage with normal abandonment and a 1965-67 average yield, will result in a production 3 percent more than in 1967.

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Tomatoes - Early Spring

(Florida, Texas and California)

Year	Acreage		Yield			
	Planted	For harvest	per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1968 Acreage Guide and probable production (planted acreage equal to 1967)	19,200		1/ 186	3,320		
Background statistics						
1967 Prel.	19,200	17,700	203	3,598	9.90	35,626
1966	26,400	23,600	164	2/ 3,870	8.37	29,017
1965	25,600	23,800	147	3,488	10.42	36,347

1/ 1966-67 average yield by States.
2/ Includes 405,000 cwt. not marketed and excluded in computing value.

Comments

Tomato plantings for spring harvest in Florida were damaged by a late February freeze. Many fields were replanted, but total acreage was down substantially. Irrigation helped to offset the Florida drought and yields were high. Nevertheless, the total production was off moderately compared with 1966 (see Figure 12 and Figure 13).

Florida shipments during April 1967 were much heavier than in April 1966. But during the remainder of the spring, total shipments were substantially less than a year earlier, with volume during June down sharply. The bulk of the recorded spring volume consisted of "mature green."

The spring crop in Texas was small, with shipments underway by late April. The California crop was late with cherry tomato harvest active by early May, and mature greens available early in June. The volume of fresh tomatoes imported from Mexico last spring was relatively high.

Spring supplies sold at a high price, particularly during the last half of April.

Assuming normal yields in 1968, an equal acreage will be required to produce a crop in line with market needs.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage with normal abandonment and a 1966-67 average yield by States, will result in a production 8 percent less than in 1967.

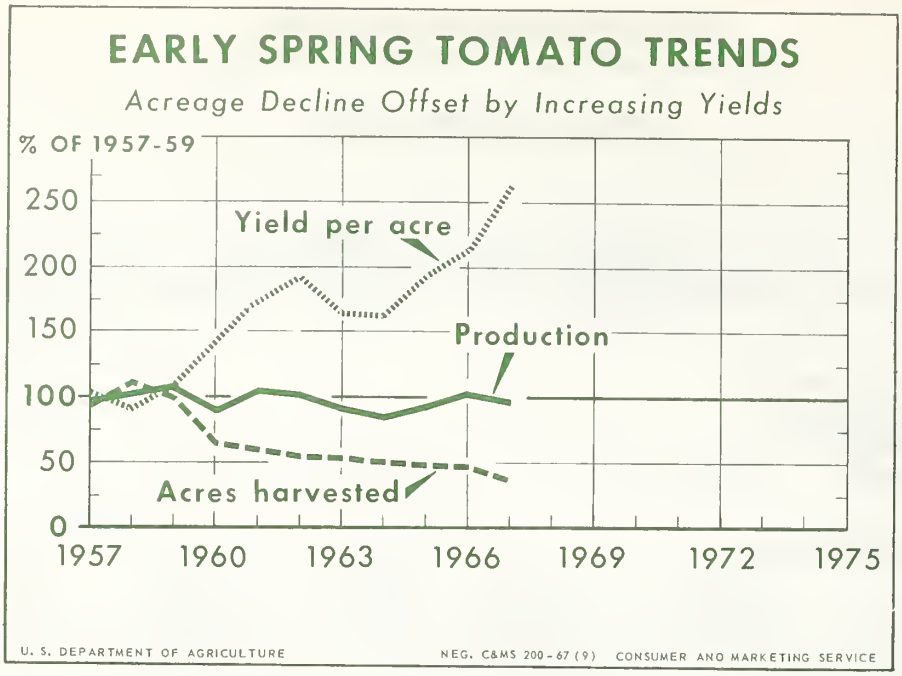


Figure 12

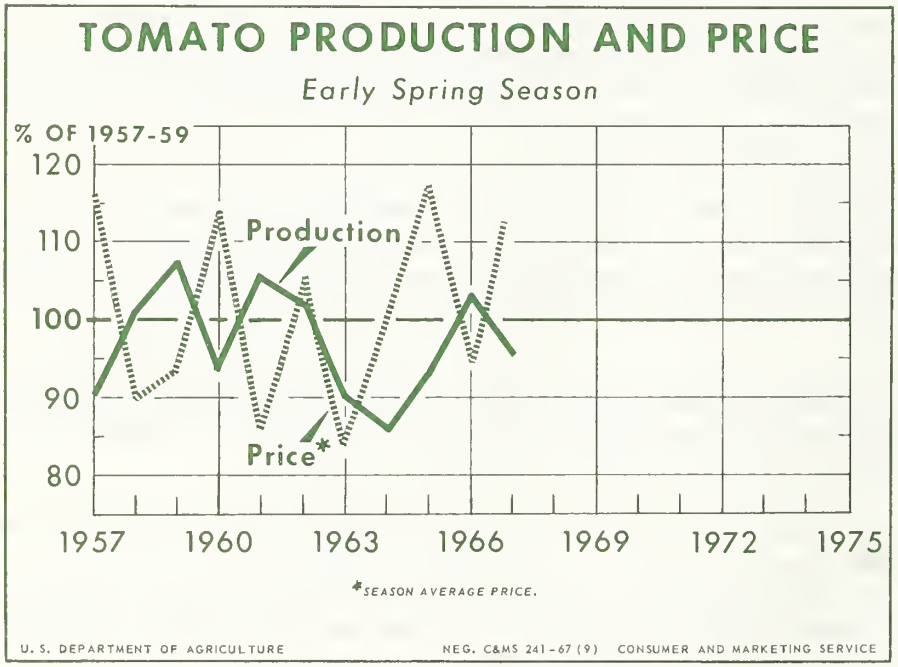


Figure 13

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Tomatoes - Late Spring
(South Carolina, Georgia, Mississippi, Louisiana and Texas)

Year	Acreage		Yield per acre	Production	Price	Value
	Planted	For harvest (acres)	(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1968 Acreage Guide and probable production (planted acreage equal to 1967)	18,550		1/ 67	1,181		
Background statistics						
1967 Prel.	18,550	17,650	73	1,285	9.05	11,635
1966	19,300	18,100	62	1,127	7.68	8,658
1965	19,450	18,650	65	1,214	7.84	9,520

1/ 1965-67 average yield.

Comments

Total plantings were reduced moderately in 1967, with most of the reduction concentrated in South Carolina. In spite of adverse weather in the southeastern States early in the growing season, yields were high, and total production was moderately above 1967.

Late spring area shipments were heaviest during June, well after the peak of activity in early spring areas and prior to active harvest in early summer areas, where crops were late.

Returns for late spring sales were near-record high.

With normal yields in 1968, an equal acreage should provide an adequate spring crop.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1965-67 average yield, will result in a production 8 percent less than in 1967.

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cantaloups - Spring
(Florida, Texas, Arizona and California)

Year	Acreage		Yield			
	Planted	For harvest	per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1968 Acreage Guide and probable production (planted acreage 5 percent more than in 1967)	36,600		1/ 106	3,647		
Background statistics						
1967 Prel.	34,900	33,800	114	3,838	8.87	34,045
1966	39,200	33,000	98	3,230	6.26	20,225
1965	38,100	34,900	107	2/3,725	7.48	26,040

1/ 1965-67 average yield.
2/ Includes 242,000 hundredweight not marketed and excluded in computing value.

Comments

The spring cantaloup acreage in Arizona and Texas in 1967 was reduced substantially. But acreage in California was increased for the second successive year.

A cold, wet spring delayed the California crop, as did low temperatures in Arizona. Because of good weather, the large crop in Texas ripened early. The Texas volume was heavy during May when competition was light, except for Mexican imports.

Shipments from California and Arizona were nominal until early June. Thereafter, marketings increased gradually but harvest timing was favorable, with little bunching in shipments.

Cantaloup prices were extremely high during the late spring. As a result, value of sales was a record.

In 1968, a moderate increase in spring acreage will be required to provide a crop in line with usual per capita needs (see Figure 14).

1968 Guide

The 1968 guide is a planted acreage 5 percent more than in 1967. Such an acreage, with normal abandonment and a 1965-67 average yield, will result in a production 5 percent less than in 1967.

1968 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Watermelons - Late Spring
(Florida and California)

Year	Acreage: Planted	Acreage: For harvest	Yield per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1968 Acreage Guide and probable production (planted acreage equal to 1967)	63,800		1/ 163	9,879		
Background statistics						
1967 Prel.	63,800	60,800	144	8,778	2.44	21,426
1966	66,600	63,600	180	2/11,448	1.95	21,210
1965	68,200	65,200	158	10,314	2.09	21,549

1/ 1963-67 average yield.
2/ Includes 590,000 hundredweight not marketed and excluded in computing value.

Comments

The total spring watermelon production in 1967 was substantially below the large crop in 1966 (see Figure 15). A reduction in plantings combined with a winter freeze and a spring drought resulted in a small 1967 spring watermelon crop in Florida. The Florida harvest was active by late April, with good volume available until early July. Florida harvest timing was favorable and shipments bunched less than usual. Competing supplies from Georgia developed by early June. Nevertheless, the Florida crop value was high.

The California acreage was record low, and production was small. A cool, wet spring delayed the crop, and shipments were light until mid-June. Thereafter, there was little bunching in shipments, which held well below the previous year. Watermelon prices in California were quite high.

In 1968, market outlets will require a larger supply of spring watermelons. However, with average yields, an equal acreage should provide an adequate crop.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1963-67 average yield, will result in a production 13 percent above 1967.

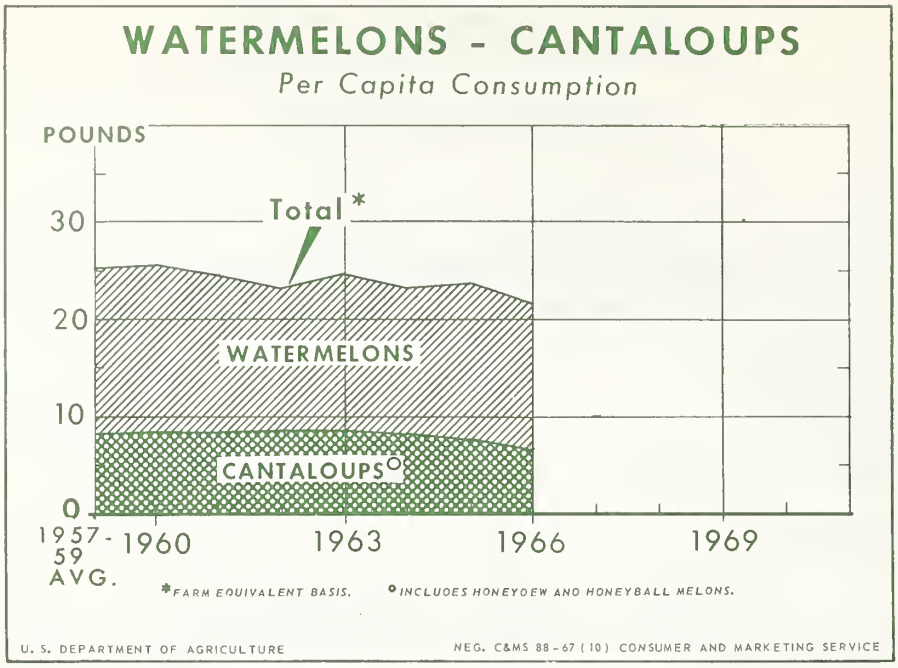


Figure 14

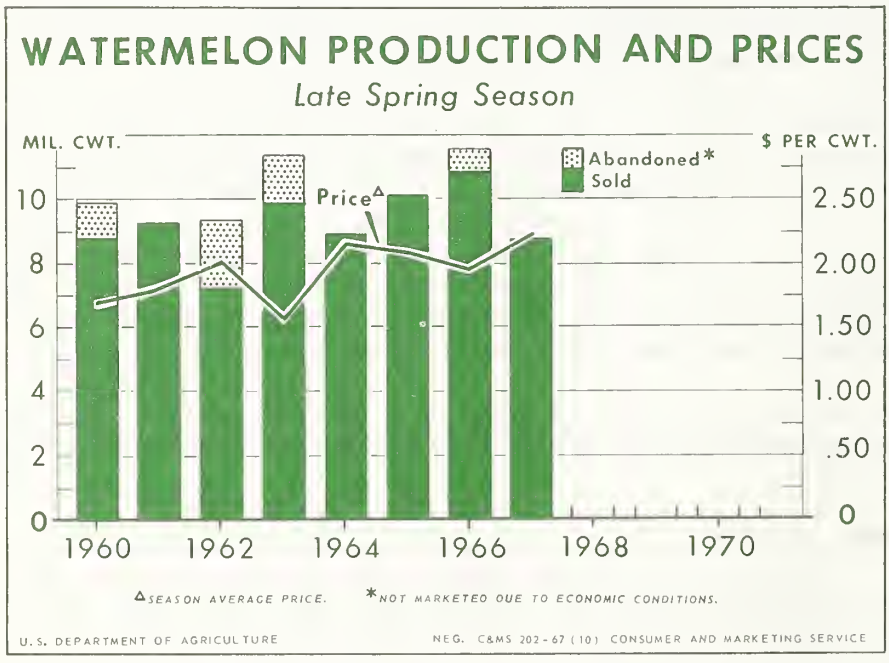


Figure 15

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